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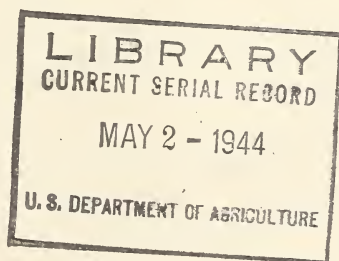
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The War Food Administration's
ACHIEVEMENT "A" AWARD
FOR FOOD PROCESSORS



"Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes, and ships. Our army of farmers and processors are fighting an important battle on the home front."

Franklin D. Roosevelt.



Food processing is a vital industry—even more important in wartime than in peacetime.

Record quantities of raw materials pour from the farms of America. These raw products must be turned into foods that can be stored, shipped, and eaten—to satisfy the vigorous appetite of a nation at war. In addition, huge quantities must be prepared and packaged in special ways to be shipped to scores of battle fronts and outposts throughout the world. And still other quantities of foods, some strange and different to Americans, must be prepared and packaged for shipment to our allies and the people of liberated nations.

The food-processing industry has met its challenge. It has increased its total output. It has met and overcome handicaps and has broken bottlenecks. It has converted, where necessary, to new products, new processes, new packaging. It has worked longer and harder and drawn heavily

on its ingenuity and resourcefulness to keep producing more food and the right kinds of food.

American civilians and soldiers are the best fed people in the world. And yet we have increased our food production enough to enable us to help feed our less fortunate neighbors and the people who fight by our side. This would not have been possible without the remarkable achievement of the food-processing industry.

As a tangible recognition of the impressive war record of the food-processing industry, the Federal Government has established an award—The War Food Administration's ACHIEVEMENT "A" AWARD—which is presented to food processors who meet certain standards of excellence.

STANDARDS ARE HIGH

In awarding the "A" the War Food Administration will consider, first of all, quantity and quality of production in the light of available facilities.

Other major factors will be:

1. Ingenuity and cooperation with the Government in developing and producing war food products.
2. Cooperation with the Government in carrying out the purposes of various food purchase programs.
3. Effective management; success in overcoming production obstacles; satisfactory management-labor relations, including the avoidance of work stoppages.
4. Training of additional labor forces; low absentee records.
5. Accident prevention; provision for health and sanitation.

The standards which food processors must meet to be eligible for the "A" award are comparable with those required for the Army-Navy "E," which is awarded only to plants that supply the majority of their output for the direct use of the two services. Each award is paramount in its field.

A single plant cannot possess both the WFA "A" and the Army-Navy "E," but a plant which is one of two or more owned by the same company may be eligible for either award regardless of awards received by other plants of the company.

FLAG IS A SYMBOL

The "A" award is represented by a flag, which will fly above the honored plant. The verdant green of the flag symbolizes the agricultural background of the food-processing industry. The central design—a circle formed by a head of wheat and a steel gear—signifies production. Within the circle is a large blue "A"—emblematic of achievement. A white star in the upper left corner of the flag indicates a year of outstanding accomplishment. Other stars will be added if the plant wins the award again in subsequent years.

The flag represents to the workers and to the world that in this plant, management and labor together are doing an unusual job of war production. For the individual workers in the plant, an attractive pin has been designed, bearing the words "Achievement Award—Food for Freedom." Every employee of the honored plant is entitled to wear the pin to show that by his energy and devotion to duty he has helped win the coveted award. The pin is the worker's badge of service. It shows that he is a vital worker in a vital war industry.

A simple but impressive presentation ceremony will be held for every honored plant as soon as possible after formal announcement of the award. Military or naval personnel will participate in this ceremony. The Army and Navy are cooperating with the WFA in making these awards as a token of their recognition of the essential role of the food-processing industry in the war effort.

HOW TO GET IT

To maintain the prestige of the "A" as the highest possible recognition from the Government for wartime food production, the standards for eligibility are high and rigid. The procedure for submitting nominations for the award, however, is simple.

Any employee of the Office of Distribution, in Washington or in the field, may propose a plant for consideration. Ordinarily nominations are made by OD's regional directors or Washington branch chiefs.

Regardless of where nominations originate, all plant investigations will be made under supervision of the regional directors and, on a basis of the investigations, they will approve or disapprove the nomination for further consideration. Nominations approved by the regional directors will be reviewed by an Award Board in Washington. A plant winning the award will be formally notified by a letter from the Director of Food Distribution.

The War Food Administration will consider only plants that have done an EXCEPTIONAL job with the facilities at hand. Little consideration will be given to plants functioning largely as they did in peacetime, unless they have shown initiative and resourcefulness in overcoming obstacles—or have increased production considerably. There is equal opportunity for large or small, seasonal or year-round operations.

Associations and institutes of food processors are urged to acquaint themselves with the procedure that food processing plants should follow in order to receive consideration for the award, and to transmit this information to their membership. They also are invited to assist the branches and offices of the WFA in locating the outstanding food processors in every field in order that no eligible processor may be overlooked for consideration.

Further information may be obtained from Regional Directors of the Office of Distribution, located at the following addresses:

Northeast Region
150 Broadway
New York 7, N. Y.

Southwest Region
425 Wilson Building
Dallas 1, Tex.

Southern Region
Western Union Bldg.
Atlanta 3, Ga.

Western Region
321 Market Street
San Francisco 3, Calif.

Midwest Region
Mallers Building
5 South Wabash Avenue
Chicago 3, Ill.

**UNITED STATES DEPARTMENT OF AGRICULTURE
WAR FOOD ADMINISTRATION,
Office of Distribution**

Washington 25, D. C., February 1944